

ORDER



KLAS

Orders Order / Rev: 37381
Alt Order #: 08863441
Product Desc: BERKLEY/SENATE/D
Estimate:
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
1831 Chestnut St.
Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Berkley, Shelley - D-USS
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/15/12 | 139 | \$69,835.00 | \$59,359.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|--------------|---------|--------------|-------------|--------|
| October 2012 | 139 | \$69,835.00 | \$59,359.75 | 0.00 |
| Totals | 139 | \$69,835.00 | \$59,359.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-----------------------|---------|
|-------------------|--------------|--------------|-----------------------|---------|

| | | | | |
|------------|-------------------------------|--|--|------|
| Mike Jones | Start Of Order - End Of Order | | | 100% |
|------------|-------------------------------|--|--|------|

| Order Share | Share | Total |
|-------------|-------|--------------|
| KLAS | 30% | \$69,835.00 |
| Market | 100% | \$232,783.33 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KTNV | 25% | \$58,195.83 |
| KTUD | 0% | \$0.00 |
| KVBC | 0% | \$0.00 |
| KVVU | 5% | \$11,639.17 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|----|----------|----------|------------------------------------|-------|----------------|---------|-----|-------|---------|-----|------|------|-------|----------|
| E 1 | 8 | 10/09/12 | 10/12/12 | 8 News Now 4-5a 8 News Now 4-5a | CM | 4-5a | -TWTF-- | :30 | 5 | \$25.00 | LV3 | 0.00 | NM | 5 | \$125.00 |

NEWS

| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | | |
|----------------|----------|----------|------------|------------------------------------|--------|------|--------|-----|---|---------|-----|------|----|---|---------|
| Week: 10/08/12 | 10/14/12 | -TWTF-- | 5 | \$25.00 | 0.00 | | | | | | | | | | |
| E 2 | 8 | 10/15/12 | 10/15/12 | 8 News Now 4-5a 8 News Now 4-5a | CM | 4-5a | M----- | :30 | 2 | \$25.00 | LV3 | 0.00 | NM | 2 | \$50.00 |

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Product Desc: BERKLEY/SENATE/D
Estimate:

KLAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|----|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 14 | 8 | 10/15/12 | 10/15/12 | Price Is Right Price Is Right | CM | 10-11a | M----- | :30 | 1 | \$400.00 | LV3 | 0.00 | NM | 1 | \$400.00 |
| PRICE RITE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 10/21/12 M----- 1 \$400.00 0.00 | | | | | | | | | | | | | | | |
| E 15 | 8 | 10/09/12 | 10/12/12 | Live w/Kelly Live w/Kelly | CM | 9-10a | -TWTF-- | :30 | 4 | \$275.00 | LV3 | 0.00 | NM | 4 | \$1,100.00 |
| KELLY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 -TWTF-- 4 \$275.00 0.00 | | | | | | | | | | | | | | | |
| E 16 | 8 | 10/15/12 | 10/15/12 | Live w/Kelly Live w/Kelly | CM | 9-10a | M----- | :30 | 1 | \$275.00 | LV3 | 0.00 | NM | 1 | \$275.00 |
| KELLY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 10/21/12 M----- 1 \$275.00 0.00 | | | | | | | | | | | | | | | |
| E 18 | 8 | 10/15/12 | 10/15/12 | Y&R Young & Restless | CM | 11a-12p | M----- | :30 | 2 | \$500.00 | LV3 | 0.00 | NM | 2 | \$1,000.00 |
| YNG & RSTLSS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 10/21/12 M----- 2 \$500.00 0.00 | | | | | | | | | | | | | | | |
| E 20 | 8 | 10/13/12 | 10/13/12 | 8 News Now Sat 5-7p 8 News Now Sat 5-7p | CM | 5-7p | -----S- | :30 | 2 | \$185.00 | LV3 | 0.00 | NM | 2 | \$370.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 -----S- 2 \$185.00 0.00 | | | | | | | | | | | | | | | |
| E 21 | 8 | 10/09/12 | 10/12/12 | 8 News Now 5-630p M-FCM 8 News Now 5-630p M-F | CM | 5-630p | -TWTF-- | :30 | 8 | \$400.00 | LV3 | 0.00 | NM | 8 | \$3,200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 -TWTF-- 8 \$400.00 0.00 | | | | | | | | | | | | | | | |
| E 22 | 8 | 10/15/12 | 10/15/12 | 8 News Now 5-630p M-FCM 8 News Now 5-630p M-F | CM | 5-630p | M----- | :30 | 2 | \$400.00 | LV3 | 0.00 | NM | 2 | \$800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 10/21/12 M----- 2 \$400.00 0.00 | | | | | | | | | | | | | | | |
| E 23 | 8 | 10/09/12 | 10/12/12 | 8 News Now 4p M-F 8 News Now 4p M-F | CM | 4-5p | -TWTF-- | :30 | 8 | \$350.00 | LV3 | 0.00 | NM | 8 | \$2,800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 -TWTF-- 8 \$350.00 0.00 | | | | | | | | | | | | | | | |
| E 24 | 8 | 10/15/12 | 10/15/12 | 8 News Now 4p M-F 8 News Now 4p M-F | CM | 4-5p | M----- | :30 | 2 | \$350.00 | LV3 | 0.00 | NM | 2 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 10/21/12 M----- 2 \$350.00 0.00 | | | | | | | | | | | | | | | |
| E 25 | 8 | 10/13/12 | 10/13/12 | Sat 7-8p - ET Wknd The Insider Weekend | CM | 7p-730p | -----S- | :30 | 1 | \$165.00 | LV3 | 0.00 | NM | 1 | \$165.00 |
| ET WKND | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 -----S- 1 \$165.00 0.00 | | | | | | | | | | | | | | | |
| E 26 | 8 | 10/09/12 | 10/12/12 | 7-8p Rotator 7-8p Rotator | CM | 7-8p | -TWTF-- | :30 | 3 | \$300.00 | LV3 | 0.00 | NM | 3 | \$900.00 |
| ET/INSDR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 -TWTF-- 3 \$300.00 0.00 | | | | | | | | | | | | | | | |
| E 27 | 8 | 10/15/12 | 10/15/12 | 7-8p Rotator 7-8p Rotator | CM | 7-8p | M----- | :30 | 2 | \$300.00 | LV3 | 0.00 | NM | 2 | \$600.00 |
| ET/INSDR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 10/21/12 M----- 2 \$300.00 0.00 | | | | | | | | | | | | | | | |
| E 28 | 8 | 10/09/12 | 10/12/12 | | CM | 630-7p | -TWTF-- | :30 | 1 | \$275.00 | LV3 | 0.00 | NM | 1 | \$275.00 |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|----|-------------------|-----------------|---------------------------|-------|------------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 55 | 8 | 10/09/12 | 10/12/12 | 8 News Now 11p M-F | CM | 11-1135p | -TWTF-- | :30 | 4 | \$500.00 | LV3 | 0.00 | NM | 4 | \$2,000.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 -TWTF-- 4 \$500.00 0.00 | | | | | | | | | | | | | | | |
| E 56 | 8 | 10/15/12 | 10/15/12 | 8 News Now 11p M-F | CM | 11-1135p | M----- | :30 | 1 | \$500.00 | LV3 | 0.00 | NM | 1 | \$500.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 10/21/12 M----- 1 \$500.00 0.00 | | | | | | | | | | | | | | | |
| E 57 | 8 | 10/14/12 | 10/14/12 | CBS News Sunday Morn@M | | CBS Sunday Morni-----S | | :30 | 2 | \$215.00 | LV3 | 0.00 | NM | 2 | \$430.00 |
| SUN MRN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 -----S 2 \$215.00 0.00 | | | | | | | | | | | | | | | |
| E 58 | 8 | 10/14/12 | 10/14/12 | 8 News Now Sun AM #2CM | | 8 News Now Sun A-----S | | :30 | 1 | \$215.00 | LV3 | 0.00 | NM | 1 | \$215.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 -----S 1 \$215.00 0.00 | | | | | | | | | | | | | | | |
| E 59 | 8 | 10/14/12 | 10/14/12 | Face The Nation | CM | Face The Nation | -----S | :30 | 1 | \$265.00 | LV3 | 0.00 | NM | 1 | \$265.00 |
| FACE NATN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 -----S 1 \$265.00 0.00 | | | | | | | | | | | | | | | |
| N 61 | 8 | 10/09/12 | 10/14/12 | Thu 10-11p ET | CM | 10-11p | ---T--- | :30 | 1 | \$300.00 | LV3 | 0.00 | NM | 1 | \$300.00 |
| (10:00 PM-10:30 PM) | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 ---T--- 1 \$300.00 0.00 | | | | | | | | | | | | | | | |
| N 62 | 8 | 10/09/12 | 10/14/12 | Thu 10-11p Inside Edition | CM | 10-11p | ---T--- | :30 | 1 | \$275.00 | LV3 | 0.00 | NM | 1 | \$275.00 |
| (10:30 PM-11:00 PM) | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 ---T--- 1 \$275.00 0.00 | | | | | | | | | | | | | | | |
| N 63 | 8 | 10/09/12 | 10/14/12 | ACC Football | CM | 930a-12pm | -----SS | :30 | 2 | \$300.00 | LV2 | 0.00 | NM | 2 | \$600.00 |
| ACC Football | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 -----SS 2 \$300.00 0.00 | | | | | | | | | | | | | | | |
| Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type | | | | | | | | | | | | | | | |
| 1 | 8 | 10/08/12-10/14/12 | ACC Football | | | 930a-12pm | | | | | | | | | |
| See MG 63.3 | | | | | | | | | | | | | | | |
| [due placed on wrong day, move to Sa 10/13, dsc] | | | | | | | | | | | | | | | |
| 3 | 8 | 10/13/12-10/13/12 | ACC Football | | | 930a-12pm | | | | | | | | | |
| (MG for 63.1 10/14) | | | | | | | | | | | | | | | |
| N 64 | 8 | 10/09/12 | 10/14/12 | Sat Prime Special | CM | 7-11p | ----S- | :30 | 2 | \$500.00 | LV2 | 0.00 | NM | 2 | \$1,000.00 |
| KLAS Movie | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 -----S- 2 \$500.00 0.00 | | | | | | | | | | | | | | | |
| N 65 | 8 | 10/09/12 | 10/14/12 | 137-237a M-F Elec Plyg@M | CM | 137-207a | -TWTF-- | :30 | 1 | \$30.00 | LV3 | 0.00 | NM | 1 | \$30.00 |
| Electric Playground | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 10/14/12 -TWTF-- 1 \$30.00 0.00 | | | | | | | | | | | | | | | |

Totals 139 \$69,835.00